marketing: a year without writing (much) / **WORKSHEET**   **ZOE YORK** / ainsley booth

INSTRUCTIONS / *months along the top, starting with next month; series/project groups down the side, sub-divide horizontally as needed*

TO-DO LIST SUGGESTIONS /
first in series free   series bundles   newletter campaigns (bonus content, backlist promotion, re-engagement)   re-packaging   later in series free